Claim Amendments

1-5. (Canceled)

6. (Previously Presented) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server using HTTP protocol, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first online merchant and provides information about a first item that is available for purchase from the first online merchant;

(b) detecting that a document published by the first online merchant is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first online merchant is being displayed on the display screen associated with the client computer, automatically activating a competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the first document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the first online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the first online merchant is being displayed on the display screen;

(d) monitoring the user's selection of the activated competitive information display element;

(e) detecting that the user wishes to display a document from a second online merchant;

(f) displaying a second document in a web browser window on the display screen associated with the client computer, wherein the second document has a resource identifier associated with it and is retrieved over a network from a second web server using HTTP protocol, wherein the second document is a hypertext document that includes graphical display

2.

elements and also includes links to linked documents, and wherein the second document is published by the second online merchant and provides information about a second item that is available for purchase from the second online merchant;

(g) detecting that a document published by the second online merchant is being displayed on the display screen associated with the client computer;

(h) upon detecting that a document published by the second online merchant is being displayed on the display screen associated with the client computer, automatically activating the competitive information display element on the display screen associated with the client computer, wherein the competitive information display element is not part of or embedded into the second document that is displayed in the web browser window, wherein the activation of the competitive information display element signifies that competitive information relating to the second online merchant is likely available, and wherein the competitive information display element is activated in response to detecting that a document published by the second online merchant is being displayed on the display screen;

(i) monitoring the user's selection of the activated competitive information display element;

(j) detecting that the user has selected the activated competitive information display element; and

(k) upon detecting that the user has selected the activated competitive information display element, displaying a competitive information document, wherein the competitive information document is retrieved by the client computer over the network from a competitive information server that is not related to the first server or the second server, and wherein the competitive information document includes at least one link to a linked document.

7-11. (Canceled)

12. (Previously Presented) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it

3.

(h) detecting that a document published by the second entity is being displayed on the display screen associated with the client computer;

(i) upon detecting that a document published by the second entity is being displayed on the display screen associated with the client computer, determining whether supplemental information is available for the second document;

(j) upon determining that no supplemental information is available for the second document, choosing not to display supplemental information for the second document;

(k) detecting that the user wishes to display a third document in the web browser window;

(l) displaying the third document in the web browser window on the display screen associated with the client computer, wherein the third document has a resource identifier associated with it and is retrieved over the network from a third web server, wherein the third document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the third document is published by a third entity;

(m) detecting that a document published by the third entity is being displayed on the display screen associated with the client computer;

(n) upon detecting that a document published by the third entity is being displayed on the display screen associated with the client computer, determining whether supplemental information is available for the third document; and

(o) upon determining that supplemental information is available for the third document, automatically displaying a supplemental information window on the display screen associated with the client computer, wherein the supplemental information window is separate from and not part of the web browser window,

wherein displayed in the supplemental information window is a second advertisement that is associated with a second advertiser, wherein the second advertisement is not part of the third document, and is not included or embedded within the third document, wherein the second advertisement is targeted to users viewing a document published by the third entity, and wherein the second advertisement displayed in the supplemental information window is published by an entity that is different than the third entity, and

wherein the supplemental information window and the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the

5.

user for at least a portion of the time that the third document is displayed in the web browser window.

13. (Previously Presented) The method of claim 12, further comprising the acts of:

(p) monitoring the user's interaction with the supplemental information window that is displaying the second advertisement;

(q) detecting that the user has selected the supplemental information window that is displaying the second advertisement; and

(r) upon detecting that the user has selected the supplemental information window that is displaying the second advertisement, displaying a competitive information document, wherein the competitive information document is retrieved by the client computer over the network from a competitive information server that is not related to the first web server, the second web server, or the third web server.

14. (Previously Presented) The method of claim 13, wherein the act of displaying a competitive information document includes the act of:

displaying the competitive information document in the web browser window so that the competitive information document replaces the third document.

15. (Previously Presented) The method of claim 13, wherein the act of displaying a competitive information document includes the act of:

displaying the competitive information document in a new web browser window.

16. (Previously Presented) The method of claim 13, further comprising the act of:

(s) upon detecting that the user has selected the supplemental information window that is displaying the second advertisement, removing from the display the supplemental information window that is displaying the second advertisement.

17. (Previously Presented) The method of claim 15, further comprising the act of:

6.

(s) upon detecting that the user has selected the supplemental information window *that is* displaying the second advertisement, removing from the display the supplemental information window that is displaying the second advertisement.

18. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, automatically displaying a supplemental information window includes the act of:

displaying an offer to sell an item by the second advertiser.

19. (Previously Presented) The method of claim 18, wherein the item is a service.

20. (Previously Presented) The method of claim 17, wherein upon determining that supplemental information is available for the third document, automatically displaying a supplemental information window includes the act of:

displaying an offer to sell an item by the second advertiser that includes pricing information relating to the purchase of the item.

21. (Previously Presented) The method of claim 13, wherein the third document is a point of sale document for the third entity, so that upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window includes the act of:

displaying the second advertisement so that the supplemental information window and the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the user for at least a portion of the time that the point of sale document is displayed in the web browser window.

22. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

7.

displaying the supplemental information window so that it includes a display element that identifies the supplemental information window as providing supplemental information from a source not related to the third entity.

23. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

displaying the supplemental information window so that it extends up from a task bar that is displayed along the bottom of the display screen.

24. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

retrieving supplemental information from local storage on the client computer.

25. (Previously Presented) The method of claim 13, wherein upon determining that supplemental information is available for the third document, the act of automatically displaying a supplemental information window on the display screen includes the act of:

displaying a supplemental information window on the display screen in a size that is approximately the same as that of the web browser window.

26. (Previously Presented) The method of claim 12, further comprising the act of:

upon determining that no supplemental information is available for the second document, continuing to display the supplemental information window displaying the first advertisement.

27. (Previously Presented) The method of claim 12, further comprising the act of:

upon determining that no supplemental information is available for the second document, removing from the display the supplemental information window displaying the first advertisement.

8.

28. (Previously Presented) A method of displaying information for a user that is operating a client computer, the method comprising the acts of:

(a) displaying a first document in a primary area within a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first entity;

(b) displaying a first advertisement in at least a portion of a secondary area within the web browser window, wherein the first advertisement is not part of the first document and is not embedded within the first document, and wherein the first advertisement is retrieved from a server that is not related to the first web server from which the first document is retrieved, and

wherein the secondary area extends horizontally across the width of the web browser window, and is integrated into the web browser window so that the secondary area is included within and is part of the web browser window in such a way that the secondary area within the web browser window cannot be independently moved so as to overlap the primary area of the web browser window, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the first advertisement is seen by the user in the secondary area for at least a portion of the time that the first document is displayed in the primary area of the web browser window;

(c) monitoring the user's selection, in the primary area within the web browser window, of the links to linked documents;

(d) detecting that the user wishes to display a second document on the display screen;

(e) displaying the second document in the primary area within the web browser window, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, and wherein the second document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the second document is published by a second entity;

(f) upon displaying the second document in the primary area within the web browser window, automatically displaying at least a second advertisement in the secondary area within

9.

the web browser window, wherein the second advertisement is displayed by replacing the first advertisement displayed in the secondary area,

wherein the second advertisement is not part of the second document and is not embedded within the second document, and wherein the second advertisement is retrieved from a server that is not related to the second web server from which the second document is retrieved,

wherein the second advertisement is targeted to users viewing a document published by the second entity, and wherein the second advertisement displayed in the secondary area within the web browser window is published by an entity that is different than the second entity, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the user in the secondary area for at least a portion of the time that the second document is displayed in the primary area of the web browser window;

(g) monitoring the user's interaction with the web browser window;

(h) detecting the user's selection of the second advertisement displayed in the secondary area within the web browser window; and

(i) upon detecting the user's selection of the second advertisement displayed in the secondary area, displaying a competitive information document.

29. (Previously Presented) The method of claim 28, wherein the act of automatically displaying at least the second advertisement in a secondary area within the web browser window includes the act of:

displaying a plurality of advertisements in the secondary area within the web browser window, wherein each of the plurality of advertisements is displayed in the secondary adjacent to another one of the plurality of advertisements.

30. (Currently Amended) A client computer for method of displaying information for a user that is operating the a client computer, wherein the client computer is programmed to carry out the operations the method comprising the acts of:

(a) displaying a first document in a primary area within a web browser window on a display screen associated with the client computer, wherein the web browser window is

10.

associated with a web browser application program, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes [[a]] links to linked documents, and wherein the first document is published by a first entity;

(b) displaying at least a first advertisement in a secondary area within the web browser window, wherein the first advertisement is not part of the first document and is not embedded within the first document, and

wherein the secondary area is integrated into the web browser window so that the secondary area is a part of the web browser window and is not a separable window on the display screen, and

wherein the secondary area is at least partially controlled by a program that interfaces with the web browser application program, and wherein the program that interfaces with the web browser application program interfaces in a manner that causes a menu item to be added to the web browser application program that can be used to control at least one aspect of the operation of the secondary area, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the first advertisement is seen by the user in the secondary area for at least a portion of the time that the first document is displayed in the primary area of the web browser window;

(c) monitoring the user's selection, in the primary area within the web browser window, of the links to linked documents;

(d) detecting that the user wishes to display a second document on the display screen;

(e) displaying the second document in the primary area within the web browser window, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, and wherein the second document is a hypertext document that includes graphical display elements and also includes [[a]] links to linked documents, and wherein the second document is published by a second entity;

(f) upon displaying the second document in the primary area within the web browser window, automatically displaying at least a second advertisement in the secondary area within

11.

the web browser window, ~~wherein the second advertisement is displayed by replacing the first advertisement displayed in the secondary area,~~ and

wherein the second advertisement is not part of the second document and is not embedded within the second document, and wherein the second advertisement is retrieved from a server that is not related to the second web server from which the second document is retrieved,

wherein the second advertisement is targeted to users viewing a document published by the second entity, wherein the second advertisement displayed in the secondary area is published by an entity that is different than the second entity, and

wherein the primary area within the web browser window and the secondary area within the web browser window are displayed simultaneously on the display screen so that the second advertisement is seen by the user in the secondary area for at least a portion of the time that the second document is displayed in the primary area of the web browser window;

(g) monitoring the user's interaction with the web browser window;

(h) detecting the user's selection of the second advertisement displayed in the secondary area; and

(i) upon detecting the user's selection of the second advertisement displayed in the secondary area, displaying a competitive information document.

31. (Currently Amended) The <u>client computer</u> ~~method~~ of claim 30, wherein the <u>operation</u> ~~act~~ of displaying at least a first advertisement includes the <u>operations</u> ~~acts~~ of:

displaying a plurality of advertisements; and

scrolling the plurality of advertisements horizontally across the screen.

32. (Currently Amended) The <u>client computer</u> ~~method~~ of claim 31, wherein the <u>operation</u> ~~act~~ of scrolling the plurality of advertisements includes the <u>operation</u> ~~act~~ of:

scrolling the plurality of advertisements horizontally across the screen one at a time, and one after the other.

12.

33. (Currently Amended) A ~~client computer for~~ ~~method of~~ displaying information for a user that is operating ~~the~~ a client computer, wherein the client computer is programmed to carry out the operations ~~the method comprising the acts~~ of:

(a) displaying a first document in a web browser window on a display screen associated with the client computer, wherein the first document has a resource identifier associated with it and is retrieved over a network from a first web server, wherein the first document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the first document is published by a first publisher;

(b) detecting that a document published by the first publisher is being displayed on the display screen associated with the client computer;

(c) upon detecting that a document published by the first publisher is being displayed on the display screen associated with the client computer, determining whether to display supplemental information for the first document;

(d) automatically placing supplemental information for the first document on the display screen in a supplemental information window, wherein the supplemental information for the first document is not part of the first document, and is not included or embedded within the first document, and wherein the supplemental information window is separate from and not part of the web browser window, and

wherein the supplemental information for the first document includes a first advertisement from a first advertiser, and wherein the first advertisement is targeted to users viewing subject matter of the type published by the first publisher, but wherein the first advertisement is published by an entity that is different than the first publisher;

(e) monitoring the user's selection of the supplemental information for the first document;

(f) detecting that the user wishes to display a second document in the web browser window;

(g) displaying the second document in the web browser window on the display screen associated with the client computer, wherein the second document has a resource identifier associated with it and is retrieved over the network from a second web server, wherein the second document is a hypertext document that includes graphical display elements and also

13.

includes links to linked documents, and wherein the second document is published by a second publisher;

(h) detecting that a document published by the second publisher is being displayed on the display screen associated with the client computer;

(i) upon detecting that a document published by the second publisher is being displayed on the display screen associated with the client computer, deciding not to display supplemental information for the second document;

(j) detecting that the user wishes to display a third document in the web browser window;

(k) displaying the third document in the web browser window on the display screen associated with the client computer, wherein the third document has a resource identifier associated with it and is retrieved over the network from a third web server, wherein the third document is a hypertext document that includes graphical display elements and also includes links to linked documents, and wherein the third document is published by a third publisher;

(l) detecting that a document published by the third publisher is being displayed on the display screen associated with the client computer;

(m) upon detecting that a document published by the third publisher is being displayed on the display screen associated with the client computer, determining whether to display supplemental information for the third document; and

(n) automatically placing supplemental information for the third document on the display screen in a supplemental information window, wherein the supplemental information for the third document is not part of the third document, and is not included or embedded within the third document, and wherein the supplemental information window is separate from and not part of the web browser window, and

wherein the supplemental information for the third document includes a second advertisement from a second advertiser, and wherein the second advertisement is targeted to users viewing subject matter of the type published by the third publisher, but wherein the second advertisement is published by an entity that is different than the third publisher.

34. (Currently Amended) The ~~client computer~~ method of claim 33, further programmed to carry out the operations ~~comprising the acts~~ of:

14.

(o) monitoring the user's selection of the supplemental information for the third document;

(p) detecting that the user has selected the second advertisement included within the supplemental information for the third document; and

(q) upon detecting that the user has selected the second advertisement, displaying a competitor document, wherein the competitor document is retrieved over the network from a server that is not related to the first web server, the second web server, or the third web server.

35. (Currently Amended) The client computer method of claim 34, wherein the operation act of automatically placing supplemental information for the third document on the display screen includes the operation act of:

placing the supplemental information for the third document in a window that has an outer frame that appears substantially the same as the web browser window.

36. (Currently Amended) The client computer method of claim 35, wherein the operation act of automatically placing supplemental information for the third document on the display screen further includes the operation act of:

placing the supplemental information for the third document in a window having a title bar, and including text within the title bar that identifies the source of the content of the supplemental information window.

37. (Currently Amended) The client computer method of claim 34, wherein the operation act of automatically placing supplemental information for the third document on the display screen includes the operation act of:

including within the supplemental information window a visual indication that identifies the content within the supplemental information window as supplemental information associated with a document displayed in the web browser window.

15.

38. (Currently Amended) The client computer method of claim 37, wherein the operation act of automatically placing supplemental information for the third document on the display screen further includes the operation act of:

placing supplemental information for the third document in a supplemental information window that displays no information other than the visual indication and the second advertisement.

16.